

Lead Management Team

Lead Management - Test 3 - Seller Marketing Analysis

Version 04/01/2018

Lead Management is the most time-sensitive Lifebushido Team. Lead processing takes place 24 hours a day and 7 days a week. Once you receive this test you will have 24 hours to complete and submit your finished reports.

This test will determine whether you can follow basic written instructions.

Rating A (90-100%), B (80-89%), C (70-79%)

Your rating is based upon the following criteria:

85% Business Database Spreadsheet (BDS)

10% Complete within 24 hours

5% Document Time

20% Bonus - Create a Pivot table

Lead Processing Instruction Overview

1. Download Seller Marketing Analysis Workbook
2. Search for addresses on realtor.com
3. Create and submit Seller Marketing Analysis

Email completed tests to: database@bestagentbusiness.com

Subject: Priority - Test - YourName - Test 3 - Seller Marketing Analysis

Body of email:

In the body of your email include the amount of time it took you to take the test.

Attachments:

Proper email template in body of email (found on Seller Marketing Analysis wikipege); Seller Marketing Analysis attachments in Excel and PDF formats

Create a Seller Marketing Analysis

General Instructions:

https://www.lifebushidowiki.com/ishido_resources:training:technology:reports:seller_lead_analysis

The leads for your Seller Marketing Analysis have already been exported from the Client's database and are attached as Seller Marketing Analysis Workbook - Test 3.xls

Your client is the person who sent you this test.

Search for information for each lead using www.realtor.com

There are two sheets in your Workbook. Seller Leads and Seller Analysis

Seller Leads:

Provide the following Information for each lead on you Seller Leads tab:

Status - your statuses will be:

- BAB - Sold 2017 - use if the home sold in 2017
- BAB - Sold 2016 - use if the home sold in 2016
- BAB - Not Sold - use if the home did not sell in 2016 or 2017
- BAB - Not Found - use if no information is found on realtor.com

2017: add notes to this field if the home sold in 2017. Ex: This home sold on 4/3/2017 for \$546,000. The Agent is Don Feldman and the Broker is ReMAX.

2016: add notes to this field if the home sold in 2016. Ex: This home sold on 1/3/2016 for \$125,000.

Not Sold and Not Found: add an X in one of these columns if the home was not sold or not found

Agent: the name of the agent who sold the home if the information is on realtor.com

Broker: the name of the broker (business name of the real estate company) if the information is found on realtor.com

URL: the link to the page on realtor.com for the home

Seller Analysis:

For homes that sold in 2016 and 2017 transfer the following information over from your Seller Leads sheet:

- Lead Name - the homeowner's name (FirstName LastName)
- Status
- Address: the full address of the home in one line
- Agent
- Broker
- Lead Date: the date the Agent first received the lead
- Close Date: the date the home sold
- Lead Days: this is automatically calculated by subtracting the Lead Date from the Close Date
- Sold Price: price the home sold for in US dollars \$
- Commission Amount: this is automatically calculated by multiplying the Com Rate by the Sold Price

Bonus

Create a Pivot Table in your Seller Analysis workbook showing the counts for each Status type you researched

Once you have completed your analysis use the email template found on the Seller Analysis wikipage to create the body of your email.

Sent your completed Seller Analysis to database@bestagentbusiness.com

Subject: Priority - Test - Your Name - Best Agent Business - BAB - Seller Lead Analysis